Lubrication Is First Essential In Car Operation

Historical Scenes on Trips To West Point and Jersey Highway Traversing Continent Measures 3,305 Miles From

To West Point and Jersey

Should be of Right

More Adequate to the Job

In Mandet Hints to Owner

By When H Stower Jr.

By When H St

Twelve Types of Road Surface on Lincoln Way

to submit figures on highway construc-tion.

This year is expected to be the greatest road building year in the his-



Through Its Steadfast Reliability ESSEX Leads in Today's Market

That Quality is as Unusual in Cars of Its Class as Its Wonderful Performance and Its Price.

With 50,000 owners giving a solid verdict for Essex reliability it is natural that you know the car best for that quality.

No other thing counts so much with men buying cars today. Of course they are alive to the appeal of low cost and economical maintenance. But not at the sacrifice of quality.

It is because Essex with its low price, gives qualities obtainable elsewhere only in far costlier cars, that it has so notably centered the spring

HUDSON MOTOR CAR CO. of NEW YORK, Inc.

NEW ROCHELLE, N. Y. 367 Main Street

BROADWAY at 61st STREET [CIRCLE BUILDING]

The Good

ANNOUNCEMENT

The Maxwell Motor Sales Corporation wishes to bear witness to the wonderful work of reconstruction accomplished by the new and powerful organization now manutacturing the good Maxwell Motor Car.

The six great Maxwell plants in four cities have been brought to a high state of proficiency.

Inventories have been reduced to normal, costs lowered, efficiency increased, and manufacturing practices greatly bettered.

The good Maxwell, through sheer increased merit, has been entrenched more strongly than ever in public approval. One of the final steps in this process of rehabilitation was reached in Detroit on Friday,

For months, the banks and interests concerned in the upbuilding of these properties have held ready for this new management, new cash in the amount of \$15,000,000.

To establish clear title to the properties (which has the effect of rendering these funds immediately available upon the discharge of the receivership and the consummation of the reorganization) and to insure the continuance of the present policies, a temporary receivership was consented to in the United States District Court at Detroit on Friday by all of the interests involved.

The friendly and constructive character of the action is indicated by the appointment as receiver of Mr. Ledyard Mitchell who, with Arthur E. M. Barker, has been in active charge of the management of the properties since the reconstruction process began.

In adopting the somewhat unusual policy of giving these facts in detail, this company is actuated by the conviction that the high standing of the Maxwell properties can best be served by sharing with the public the good news of every step of their progress.

MAXWELL MOTOR SALES CORPORATION



